

## Description

# [Insert title of invention]The Digital TV Tuner Regulator Platform

### BACKGROUND OF INVENTION

[0001] The convergence of TV and the Internet has arrived. "Digital TV Tuners" has also surfaced thanks to technological advances over the last 10 years. This provisional patent application provides key insight into what the master application for how this technology operates and performs many unique processes that when combined, provides for the technology or parts of it to work together or as a stand alone that will help TV broadcasters regulate. This technology provides a way to deliver digital media, chat, email, art, software, gaming, multi media, actual tv broadcasting content, cable tv content and web page based content over digital tuner equipped television sets of the future.

[0002] Strategy Analytics reports that *625 million* people around the world will have access to online services and content

delivered via their TV sets by 2005. That number is expected to increase dramatically now the the FCC has mandated that Digital Tuner be manufactured with ALL TV sets by 2007. (see below)The Digital TV Tuner Regulator Platform invention would provide a unique authentication process that identifies, tracks, aggregates and records the information as it relates to content, users and advertisements users actually choose. The up coming void in this marketplace that has to be filled for a truly independent system that provides all of the above. This technology offers broadcaster and content providers a way to broadcast or deliver content and derive revenues from the use of the The Digital TV Tuner Regulator Platform.This invention provides numerous stand alone or work together processes that control and audit user activity, digital media content distribution and royalty distribution for use of the digital media. As well as that consumers are actually able to *SELECT THEIR OWN* commercials unlike current tv broadcasting. Commercials are intended to act as the users contribution or payment to view content.A system must be in place to handle 625 million tv users/multiple users.

[0003] The Digital TV Tuner Regulator Platform invention provides a way for TV Broadcaster's and Advertisersinteract

with their audience that uses Digital Tuner equipped TV's.

[0004] Digital TV broadcasts will forever change the way people watch television. A new method must be in place to assure content owners protection from theft and piracy of content as seen in the music and video industries the past three years.

[0005] For years the debate of when to make a TV "digital" has finally arrived. The FCC has finally pushed a mandate into the TV worlds. In a Cnet article dated August 9th, they reported that: As of August, 2002, all future tv sets sold in the United States must include digital receivers. In an attempt to spur the adoption of digital TV, the Federal Communications Commission voted that all new TV sets to include digital receivers by 2007 which allow for consumers to access the Internet and exchange and use content. Beginning July 1, 2004, TV sets with screen sizes of 36 inches and larger must include digital receivers. By 2007, all TV's.

[0006] The Digital TV Tuner Regulator Platform invention is a way for broadcasters to deliver their content (old and new) to consumers safely and effectively while being compensated in a truly UNIQUE way. The Digital TV Tuner Regulator Platform will provide for the TV industry both accountabil-

ity for users and content alike while assuring they will be able to generate revenues as they do today. This is important for TV broadcasters for they would like to maintain or obtain marketshare in the early stages of this FCC mandate. The Digital TV Tuner Regulator Platform also provides an overall process that prevents pirating and/or the copying of content.

[0007] This is important for the FCC also approved the "push" for techniques to deliver a way to prevent copying of digital TV based broadcasts. FCC also noted that all digital TV transmissions will include a "broadcast flag" which designates shows that may not be copied freely. This "flag" is merely another Digital Rights Management tool but only for TV. Digital Rights Management induced files limit the use of a file. The Digital TV Tuner Regulator Platform IS NOT a digital rights management tool. The Digital TV Tuner Regulator Platform does not alter or manipulate the actual content "file" that a user receives, downloads or uses.

[0008] All televisions sold after a certain date would be required to recognize the flag and, if it is present, permit consumers to record broadcasts only in lower-quality analog or encrypted digital formats. The Digital TV Tuner Regula-

tor Platform invention also allows for a way to track these flags and account for each of them so they are not distributed in violation of copyright laws. This is a major concern for the FCC and the TV industry for they fear a Napster type situation could strangle the TV worlds. Napster in the late 1990's and early 2000 allowed for a distribution platform where people infused, transferred, played and distributed copyrighted materials causing irreparable harm to the music world.

#### **SUMMARY OF INVENTION**

[0009]

[0010] The Television (TV) Digital Tuner Acknowledgement Trigger invention is consumer friendly allowing them to distribute content legally, in some cases free for the trigger induced advertising medium provides royalty to the content owners for the users "use" of content. Since the FCC mandates, numerous consumer groups have criticized what the FCC is doing saying it could limit traditional fair use rights. The Television (TV) Digital Tuner Acknowledgement Trigger invention is designed to make consumers happy while making the content owners happy.

[0011] The Television (TV) Digital Tuner Acknowledgement Trig-

ger invention solves the concerns of content owners following problems that are arising currently exist with content file sharing networks:

- [0012] -Content Owners are Unable to track "content on demand" downloads and usage. They also have no way to audit the material for use and royalty.
- [0013] -Content Owners are Unable to determine the amount of downloads and or time the file has been "shared", "used" and "re-produced illegally."
- [0014] -Content Owners are Unable to commercialize, profit. In short, they have not made consumers happy.

#### **BRIEF DESCRIPTION OF DRAWINGS**

- [0015] Figure 1 – Shows an overview of the system.

#### **DETAILED DESCRIPTION**

- [0016] This invented process, The Digital TV Tuner Regulator Platform invention, when put in motion with combined processes or in a stand alone modes by way of software induced *Trigger's* create and define numerous processes which is going to be needed to regulate content distribution infrastructures as it relates to Digital Tuner Equipped TV's and supporting technologies. The Digital TV Tuner Regulator Platform invention regulates users, content and

royalty generating advertisements that users. The infrastructure built around The Digital TV Tuner Regulator Platform also allows for advertisers and content owners to upload, download and delete content at will while at the same time able to view vital up to date statistics regarding the content and ad use, the key vital demographic information to determine future campaigns. The Digital TV Tuner Regulator Platform invention is also a real time, 100% factual information, unlike the "Neilson Ratings." The Digital TV Tuner Regulator Platform has a main user database (or information storage unit) in which all users have unique Digital TV Tuner Regulator Platform clients. These *Clients* regulate, control and maintain processes this invention is made for. The processes, the information and the auditing system this invention supplies is truly unique for TV's equipped with Digital Tuner's. This is a database of users each with unique The Digital TV Tuner Regulator Platform Client.

[0017] The Digital TV Tuner Regulator Platform Client regulate and act differently for each profile a user creates, is 100% different from the rest of the users. Each user is unique and authenticated. Each user can update their profiles up to the minute or daily thanks to the Digital TV Tuner Reg-

ulator Platform and It's Client. The Digital TV Tuner Regulator Platform Client is either assigned, downloaded, or pre-installed on TV's that are made equipped with a Digital TV Tuner. Please note: This is not limited to content owners or ADMINISTRATORS of the Digital TV Tuner Regulator Platform. i.e.: TV's that receive content through a UHF reception, cable tv box, or a satellite box first before the content "signals" reach the TV.

[0018] The Digital TV Tuner Regulator Platform Client represents each unique user. Each client is "programmed" with input based on the users personal preferences, demographics, desires, age, of each user and more. Once the Digital TV Tuner Regulator Platform is programmed with each unique users "Client" the client then performs certain tasks that provide for a unique platform to allow users to trade, exchange, and "use" content.

[0019] The platform is designed to provide unique processes that allow content owners (i.e.: tv broadcasters, content owners ) complete control over content distribution and royalties in the digital age. The Digital TV Tuner Regulator Platform Client is responsible for updating the main platform, regulating the content requested, played, or exchanged. The Digital TV Tuner Regulator Platform Client is



also responsible for providing advertisements to the user so the user may select his or her own advertisement based on the personal preferences they program each of their Clients with. The user in short is capable select which advertisements they desire to see in exchange for content "use". The platform provides a way to calculate, distribute and pay royalties in real-time (or not). The revues for "use" are derived from "paid" advertisements.

[0020] The Digital TV Tuner Regulator Platform Client regulates the information accumulated throughout the users any given moment of activity and is constantly sending this information back to the Digital TV Tuner Regulator Platform where it is organized and audited for real time information to those that need it. Content owners have complete control of their content and whether or not they desire to make it available to users, which would not be in their advantage for they will lose revenues they could be making. They can also designate the people they want the content to go based on The Digital TV Tuner Regulator Platform Client that recognizes the users "age", preferences and demographic locations. The same applies for participating advertisers. Advertisers can limit ad's to children or adults, as well as restrictions on content that the

advertisements are played for. ( contract disputes, users imagined perception that the advertiser "supports" the content. )The Digital TV Tuner Regulator Platform is very flexible. It can also recognize and accept credit card payment, check payments, and allow for the real time auditing of a users purchase history. The Digital TV Tuner Regulator Platform keeps track of the activity of the user ( select/or not select content, select or not select ad's, and play or store content) and reports this information to the Digital TV Tuner Regulator Platform. The Digital TV Tuner Regulator Platform Client can be installed on either the users TV ( or cable box, satellite box, uhf, vhf and tv computer's with equipped hard drives or the both the users TV ( or computer that provides TV content. i.e.: audio or video)and the entity that uses the trigger technology on the back end for user interactivity. The Digital TV Tuner Regulator Platform Client regulates the processes that make up this invention.(s)The Digital TV Tuner Regulator Platform processes must work together ( OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution to keep consumers, content owners and advertisers happy. The Digital TV Tuner Regulator Platform works with all current and future platforms *that*

*distribute content.* The Digital TV Tuner Regulator Platform Client recognizes reports back to the Digital TV Tuner Regulator Platform the user, the times of user activity, content type (audio, video, gaming, art, live broadcast, streamed broadcast, etc ), name of the content, when it was entered or made available to users by the content owners themselves, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected in the past, the amount of royalties paid for and to whom they were paid. This is the users "path" through this platform.

[0021] The Digital TV Tuner Regulator Platform Client is also able to read and recognize if a person or TV platform that is equipped with a The Digital TV Tuner Regulator Platform Client receiver or device. The technological platform that the Digital TV Tuner Regulator Platform actually recognizes or will know if a TV, hard drive, or storage unit requesting content has been equipped with *it's own unique* The Digital TV Tuner Regulator Platform Client. This allows for the user TO request, use or even exchange content to others that have a unique Client installed either in a Digital TV Tuner or distribution platform that provides content into the Digital TV Tuner equipped TV. If not

equipped with a Client, The Digital TV Tuner Regulator Platform Client blocks the content being distributed to the other user (Client). The Digital TV Tuner Regulator Platform Client then is capable of sending the user who does not have a The Digital TV Tuner Regulator Platform assigned Client or with a digital tuner to a designated area to get The Digital TV Tuner Content Distribution Regulator on their TV.

[0022] Important note: The Digital TV Tuner Regulator Platform Technology does *NOT* regulate the "type" of content provided to the users plugged in to The Digital TV Tuner Regulator Platform. Content owners may insert content which is Digital Rights Management Protected based or non-protected files. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, interactive tv, gaming, music video's, etc. The invention allows for the content owners to provide their entire digital libraries to users for the invention guarantees the content owners will be paid for the users "use" of content. The Digital TV Tuner Regulator Platform regulates searches of content (content search engine ) distribution, accounts for it, and audits it all at the same time. (or not) The content source could be provided via

many existing platforms which may have patent related to them. P2P, Internet Streaming, Data casting Platforms, etc. The Digital TV Tuner Regulator Platform works with existing digital media or content platforms. The FCC mandate making TV's equipped for Digital Tuners opens up the user TV content like never before. The Digital TV Tuner Regulator Platform regulator regulates content distribution before, during and after the content reaches the actual Digital Tuner equipped TV. It can regulate unlimited forms of content interaction from the point the content reaches the tuner, the user "uses" the content ( multiple shows showing at once, etc ).

[0023] The Digital TV Tuner Regulator Platform Client invention can select content from various sources at once and in tandem with other The Digital TV Tuner Regulator Platform Clients. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content. Two main sources the content will be available from: a) It could work all "in-house" with a content delivery platform already assembled that a user with a Regulator Client" has access to. (see figure #X2) b) Or, for example, if an entity desires use of the Digital TV

Tuner Regulator Platform Client Technology to regulate their own content already existing on other technological platforms, a "Regulator Platform" bridge will be installed in between the trigger technology and the content available to those users with triggers. ( see figure#X1

)Advertisements ( any shape or form. video, audio, animated, banner, etc ) play in lieu of content usage, so the advertisements can play before, during or after the actual content reaches the Digital Tuner equipped TV. In short, the user must still select an advertisement or pay for the content before the content is played in part, or in full when delivered to the end user. A user payment can or can't be in combination of the actual advertisement selection by the end user. Content is always accounted for. A content file is never allowed access to a end user's TV Tuner unless a payment is registered by way of advertisement or payment or combined.Digital TV Tuner Regulator Platform logs and reports all this information.

[0024] Content owners upon access to the content storage unit will be able to insert in real time, via the internet or any other electronic device, content into a The Digital TV Tuner Regulator Platform regulated content server at will. Content owners upon access to the Digital TV Tuner Reg-

ulator Platform can or can't set usage royalty (advertisement) rates. The TV Tuner Regulator Platform shall audit all the information the content owner needs to regulate and profit from content use. Content owners upon access to the Digital TV Tuner Regulator Platform can view in real time the usage of each of their respective content offerings. Daily, up to the minute, monthly, year to date as well as how much money has been paid in royalties for the use of their content. They can also view how many "unique" files they have made available to users. This includes the title or name of the content.

[0025] The advertising part of this invention is truly unique. The demand for better advertising has been going on for years. The Digital TV Tuner Regulator Platform provides processes and control the advertiser never had before in any other technological invention. It is user friendly and it's popularity is knowing that people feel commercials are a fair price to pay for content "use." The Digital TV Tuner Regulator Platform advertisement invention component is always activated each time a unique user activates it's unique The Digital TV Tuner Regulator Platform Client.

[0026] The advertisement server locks in on each respective The Digital TV Tuner Regulator Platform Clients pre-

programmed preferences( all preferences are stored in the trigger database or storage unit ) that the user programmed his or her The Digital TV Tuner Regulator Platform Client with so The Digital TV Tuner Regulator Platform can regulate and deliver choice of advertisements or stand alone advertisements based on those same users preferences. Never before has the advertiser had an opportunity such as this to reach their audience. Advertisements that are selected by the user before, after, or during the time a user requests content. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements or stand alone advertisements.

[0027] The Digital TV Tuner Regulator Platform is very powerful and provides a broad range of service. For example, it recognizes and reports to the Digital TV Tuner Regulator Platform advertisements that are new or old and is able to determine if a user has or has not viewed or listened to a specific advertisement. They have control of their actual ad campaigns. The Digital TV Tuner Regulator Platform Client will only allow or pre select advertisements that the user has not viewed or listened to or what the user basically tells it to do. For example, The Digital TV Tuner Reg-



ulator Platform invention allows the user to program his The Digital TV Tuner Regulator Platform Client to accept or not accept advertisements already viewed by the user or a specific type of advertisement. ( i.e.: parents do not want adult advertisement reaching their children so the Digital TV Tuner Regulator Platform does not allow these types of commercials to even be seen, or pre-selected)The Digital TV Tuner Regulator Platform Client acknowledges when the advertisement is played, allowing the content to be received by the user. (downloaded, uploaded ) The Digital TV Tuner Regulator Platform Client acknowledges if content is in "full" or broken into numerous parts, segments or digital chunks. The Digital TV Tuner Regulator Platform Client is capable of recognizing where commercials are to be added or deleted before, during or after the content download. The Digital TV Tuner Regulator Platform Client also can provide advertisement inserts if the user of the Digital TV Tuner Regulator Platform Client is active, the TV is on, and the same user is either playing, transferring, or exchanging content or performing, for example, real time conferencing. Once an advertisement is played in it's entirety (or before), royalty payment is audited, logged and reported by the Digital TV Tuner Regu-

lator Platform Client to the Digital TV Tuner Regulator Platform for auditing purposes and content is "used" by users for it is "paid for" but that does not limit the Digital TV Tuner Regulator Platform from sending more advertisements in the background that will not effect the use of the content.

[0028] Once an advertisement is played, the Digital TV Tuner Regulator Platform technology *will ALSO* deliver a computerized link, coupon, or special notice regarding the advertisement the user just viewed to a designated memory area either in the TV or TV storage unit or hard drive. This is delivered as soon as the ad is played. When the ad is finished the Client reports back to the advertisement storage unit so this link or coupon can be sent to the user based on a specific product or service offered in the advertisement the user selected. If the user does not have a TV equipped storage unit, it can be sent via email for example. The coupon is sent to the TV Tuner (computer tv or any other applicable device that is capable of storing coupons or computerized links ) storage unit, where applicable, for the user to use the coupon to shop online, or at brick and mortar storefronts. Direct response medium could never be more "direct." In short, if the user selects

content, then selects an ad, that ad could be a pizza advertisement in which the user then can, for example, call the pizza store, order a pizza, and provide a coupon to the delivery boy for a cheaper price.

[0029] Advertisers have around the clock access to the Digital TV Tuner Regulator Platform advertisement area for auditing purposes. Advertisers can view how many advertisements they have in the system, view in real time the amount of times advertisements are viewed, the time, date, etc, view in real time the content that the user actually selected in order for the actual advertisements to be played, where (demographically) the advertisements were played, what were least or most popular advertisements with users, add money to their respective accounts to assure advertisements run consecutively w/o interruption of service, regulate what user will be able to view as far as advertisements. ( age, race and demographic preferences, etc) They may even set which desired rate they desire to pay, or to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or video is on the streets, and the Digital TV Tuner Regulator Platform ADMINISTRATOR knows there will be a consumer demand, can set up a bidding atmosphere where advertisers bid to

place their respective advertisements on the front line when the consumer actually selects or demands the content which is the form of a new TV show or video (examples).

[0030] Advertisements may be in various languages. The Digital TV Tuner Regulator Platform Client, again, is programmed by each individual user's preferences, and THAT includes language preferences. If a user prefers, for example, advertisements in Spanish, the advertisement server shall provide a Spanish advertisement instead of the advertisement being in, for example, English. Advertisers upon access can upload or download specific advertisements which allows for advertisers to keep up with specific ad campaigns.

[0031] Advertisement selection has to do with the advertisers preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user. There is not a limit to the type of advertisements they can use. The advertisement server will "code" or designate, or assign a code for each respective advertisement ( and associating coupons ) uploaded to the Digital TV Tuner Regulator Platform by a participating adver-

tiser. Advertisement fees are also immediately deducted from the participating advertisers account when an advertisement is played and the Trigger logs the advertisement "selection and/or use." The Digital TV Tuner Regulator Platform Client reports, accounts and audits this information in real time.

[0032] The auditing component/process of the Digital TV Tuner Regulator Platform audits and accumulates all the information activities from which each unique Client (user.).Frequency of use, times and dates. The auditing component/process begins to audit each user when the user "logs" in or activates his or her unique "client" for the first time. That means they turned their Digital Tuner equipped TV on.

[0033] The auditing component/process audits information provided by the Digital TV Tuner Regulator Platform's "Client" that is assigned to all users. It audits requested content for each unique user, audits the owners of the requested content, audits the demographics of each "client" user that requests content,the date, time and frequency of content requested per "client", audits the information regarding the users platform used to receive, audits downloaded or uploaded the content, audits the use of each re-

spective content type and the form the content is delivered, the amount of transfers, exchanges and downloads of content, accounts for each users advertising preferences to help the Digital TV Tuner Regulator Platform deliver preferred advertisements, audits the actual advertisements played, audits the amount of unique "user" views for each respective advertisement, audits the owners of the advertisements who participate in this advertising invention, audits the demographics of each advertiser and their specific user "audience", audits the date, time and frequency of USE of EACH unique advertisement, audits the users use of coupons provided by the advertising server, audits the information regarding the royalties paid or accumulated and paid, audits the respective advertisement type (audio, image, banner, video, animation, etc ), accumulates royalties and prepares for the distribution of royalties, stores payment activity of each specific content owner, is capable of preparing federal and state tax forms as it relates to reporting royalty revenues to the proper government authorities, is capable of printing checks for the fulfillment royalty distribution and is capable of connect itself with content owner banking accounts to allow for secure transfer of funds for the fulfillment royalty dis-

tribution.

[0034] This invention is unique. It is a real time rating system as well. Current tv broadcasters measure success by way of Neilson Ratings, which rate the popularity of a TV show in a given week. The only flaw with these rating is that the people reviewing them are not assured that somebody is actually watching a show (content). Some may be our shopping with the TV on, or some may be cooking. This is how TV Broadcasters determine their advertising fees in which the broadcaster derive their income. The Digital TV Tuner Regulator Platform invention is big for it provides "100%" true accurate numbers that reflect exactly how many times content has indeed been watched. No assumptions.

[0035] *I: Claims iA- USER/CLIENT DATABASE ( OR STORAGE UNIT )*  
One component of the trigger regulated process stems from the Data Base of users, and Unique Triggers. The Trigger which has been installed, downloaded or acquired by the end user provides the tool needed to fulfill the processes of content selection, distribution of content. The Trigger works with the Trigger Database (or storage unit) and provides:

[0036] Claim #1: The Digital TV Tuner Regulator Platform has a

main user database (or information storage unit) This is a database of users each with unique The Digital TV Tuner Regulator Platform Client. The Digital TV Tuner Regulator Platform Client regulate and act differently for each profile a user creates, is 100% different from the rest of the users. Each user is unique and authenticated. Each user can update their profiles up to the minute or daily thanks to the The Digital TV Tuner Regulator Platform and It's Client.

[0037] Claim #2: The Digital TV Tuner Regulator Platform Client is either assigned, downloaded, or pre installed on TV's that are made equipped with a Digital TV Tuner. This is not limited to TV's that recieve content through a cable tv box, a satellite box first before the content "signals" reach the TV. Each The Digital TV Tuner Regulator Platform Client is then "programmed" with input based on personal preferences, demographics, desires, age, of each user and more. Once the The Digital TV Tuner Regulator Platform is programmed with each unique users "Client" the The Digital TV Tuner Regulator Platform is assigns each uniuque user with thier own "Client" which then regulats processes, for which this is invention is made.

[0038] Claim #3: The Digital TV Tuner Regulator Platform Client



is "activated" only when a user turns on the TV, or opens up the software for use containing the unique The Digital TV Tuner Regulator Platform Client. The user's "use" is when the user desires to receive, download, play or exchange content.

[0039] Claim #4: The Digital TV Tuner Regulator Platform Client is responsible for regulating the content requested. The Digital TV Tuner Regulator Platform Client is also responsible for providing advertisements to the user so the user may select his or her own advertisement based on the preferences they program each trigger with and at the same time accounting for the royalty fulfillment for the use of the content.

[0040] Claim #5: The Digital TV Tuner Regulator Platform Client regulates the information accumulated throughout the users any given moment of activity. ( see below "auditing server") Claim #6: The Digital TV Tuner Regulator Platform Client recognizes the "age" of a user, thus prohibiting the user, if under legal age, access to content that is meant for adults, or over a certain age.

[0041] Claim #7: The Digital TV Tuner Regulator Platform Client works within a secure atmosphere. All content requests, transfers, advertisement requests and deliverables, as well

as royalty distribution all occurs within this closed matrix.

[0042] Claim #8: The Digital TV Tuner Regulator Platform Client componets can also recognize and accept credit card payment, check payments, and allow for the real time auditing of a users activity and purchase history. The Digital TV Tuner Regulator Platform Client keeps track of the activity of the user and reports this information to the numerous components that drive this invention.

[0043] Claim #9: The Digital TV Tuner Regulator Platform Client can be installed on either the users TV ( or computer that provides TV content. i.e.: audio or video) or the both the users TV ( or computer that provides TV content. i.e.: audio or video)and the entity that uses the trigger technology on the back end for user interactivity. The Digital TV Tuner Regulator Platform Client regulates the processes that make up this invention.(s) The Digital TV Tuner Regulator Platform processes must work together ( OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution.

[0044] Claim #10: The Digital TV Tuner Regulator Platform works with all current and future platforms that distribute content.The Digital TV Tuner Regulator Platform Client recognizes reports back to the The Digital TV Tuner Regulator

Platform the user, the times of user activity, content type (audio, video, gaming, art, live broadcast, streamed broadcast, etc ), name of the content, when it was entered or made available to users, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected to view in order to not send the user "repeat" advertisements, the amount of royalties paid for the users "use" of content, etc::

[0045] Claim #11: The Digital TV Tuner Regulator Platform Client is able to read and recognize if a person or TV platform is equipped with a The Digital TV Tuner Regulator Platform Client receiver or device. The technological platform that the The Digital TV Tuner Regulator Platform Client regulates for is one where the The Digital TV Tuner Regulator Platform Client will know if a TV, hard drive, or storage unit has been equipped with its own unique The Digital TV Tuner Regulator Platform Client. This allows for user TO user content distribution or server content based distribution platforms. If the other does not a Digital TV Tuner equipped TV, The Digital TV Tuner Regulator Platform Client blocks the content being distributed to the other user. The Digital TV Tuner Regulator Platform Client

then is capable of sending the person who does not have a TV equipped with a digital tuner to a designated area to get a The Digital TV Tuner Regulator Platform Client and be part of the The Digital TV Tuner Regulator Platform.

[0046] Claim #12: The Digital TV Tuner Regulator Platform Client can also regulated by the content owners. Content owners "program" the trigger to users that will still allow content to be used or made available to users with The Digital TV Tuner Regulator Platform Clients. Likewise, The Digital TV Tuner Regulator Platform Client also recognizes when a content owner does desire specific content to be used by other The Digital TV Tuner Regulator Platform users. Content owners also have the ability to block advertisements they do not desire to be "associated" with their content.

[0047] *iB- Content Selection Process, Components* Claim #13: The content source is activated as soon as a user activates his or her The Digital TV Tuner Regulator Platform Client.

[0048] Claim #14: The Digital TV Tuner Regulator Platform Technology does *NOT* regulate the "type" of content provided to the users with a unique trigger. Content owners may insert content which is Digital Rights Managementbased or non-protected files. ( files embedded with codes or "instructions" that cover actual usage, etc. ) They may make

available content with just an advertisement(s) for payment for use of content or they may desire advertisement(s) and payment for the use of content. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, interactive tv, gaming, music, etc.

[0049] Claim #15: The content source could be provided via many existing platforms. The Digital TV Tuner Regulator Platform plug's into existing digital media. From existing peer to peer platforms made for Digital Tuner TV, TV's or Computer TV's and TV/Computer Storage Units, "Streaming" Platforms made for TV or Computer TV's and TV/Computer Storage Units, Live Broadcast Platforms made for TV or Computer TV's and TV/Computer Storage Units, Wireless Platforms (in any shape. i.e.: peer to peer), UHF/VHF Platforms made for TV's or Computer TV's and TV/Computer Storage Units, Satellite and Cable Company Platforms/Boxes made for TV or Computer TV's and TV/Computer Storage Units.( explained more below in alternative embodiments )

[0050] Claim #16: The content is or is not allowed to "begin" transporting to the end user until the end user selects an advertisement to view to begin transfer of content to the

users TV platform, or storage unit for later use of the actual content. Advertisement can or can't be played during and after advertisement selection has transpired. In short, the user must select an advertisement or pay for the content before the content is delivered to the end user. The payment can or can't be in combination of the actual advertisement selection by the end user. Content is always accounted for. A content file is never allowed access to a end user unless a payment is registered by way of advertisement or payment or combined. Digital TV Tuner Regulator Platform Client logs and reports all this information.

[0051] Claim #17: The Digital TV Tuner Regulator Platform Client invention can select content from various sources at once and in tandem with other The Digital TV Tuner Regulator Platform Clients. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content. Two main sources the content will be available from: a) It could work all "in-house" with a content delivery platform already assembled that a user with a Regulator Client" has access to. (see figure #X2) b) Or, for example, if an entity desires use of the The Digital TV Tuner Regulator Platform Client Technology to regulate

their own content already existing on other technological platforms, a "Regulator Platform" bridge will be installed in between the trigger technology and the content available to those users with triggers. ( see figure#X1 ) Claim #18: Content owners upon access to the content storage unit will be able to insert in real time, via the internet or any other electronic device, content into a The Digital TV Tuner Regulator Platform regulated content server at will.

[0052] Claim #19: Content owners upon access to the The Digital TV Tuner Regulator Platform storage unit can also eliminate the availability of content to people.

[0053] Claim #20: Content owners upon access to the content storage unit can or can't set usage rates for the content.

[0054] Claim #21: Content owners upon access to the content storage unit can or can't set usage advertisements rates. The TV Tuner Regulator Platform Client shall audit all the information the content owner needs to regulate and profit from content use.

[0055] Claim #22: Content owners upon access to the content storage unit can view in real time the usage of each of their respective content offerings. Daily, up to the minute, monthly, year to date.

[0056] Claim #23: Content owners upon access to the content

storage unit can view how much money has been paid in royalties for the use of their content.

[0057] Claim #24: Content owners upon access to the content storage unit can view how many "unique" files they have made available to users. This includes the title or name of the content, ect.

[0058] Claim #25: There could be numerous content servers or components that are combined together in various separate locations for content access.

[0059] Claim #26: The Digital TV Tuner Regulator Platform Client does not manipulate content made available.

[0060] Claim #27: The content owners may access the content server, if applicable, and upload or download content at will.

[0061] Claim #28: The content owners will have access to view or listen to the actual amount of content files that are available for use by The Digital TV Tuner Regulator Platform Client designee's.

[0062] *iC- Advertisement Component/Process*( describe their ad servers, what they can do, how they can do it, what stats they see, et

[0063] )Claim #29: The Advertisement sever or storage unit is activated each time a unique user activates it's unique The



Digital TV Tuner Regulator Platform Client.

[0064] Claim #30: The advertisement server locks in on each respective The Digital TV Tuner Regulator Platform Client pre-programmed preferences( all preferences are stored in the trigger database or storage unit ) that the user programmed his or her The Digital TV Tuner Regulator Platform Client with so it is ready to deliver choice of advertisements or stand alone advertisements based on those same users preferences.

[0065] Claim #31: Advertisements are selected by the user before, after, or during the time a user requests content. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements.

[0066] Claim #32: Digital TV Tuner Regulator Platform Client recognizes and reports to the The Digital TV Tuner Regulator Platform advertisements that are new or old and is able to determine if a user has or has not viewed or listened to a specific advertisement. The Digital TV Tuner Regulator Platform Client will only allow or pre select advertisements that the user has not viewed or listened to.

[0067] Claim #33: The user may program his The Digital TV Tuner Regulator Platform Client to accept advertisements

already viewed by the user.

[0068] Claim #34: The Digital TV Tuner Regulator Platform Client acknowledges when the advertisement is played, allowing the content to be received by the user. (downloaded, uploaded )

[0069] Claim #35: The Digital TV Tuner Regulator Platform Client acknowledges that content may be broken into numerous parts, segments or electric chunks. The Digital TV Tuner Regulator Platform Client is capable of recognizing where commercials are to be added or deleted before, during or after the content download. The Digital TV Tuner Regulator Platform Client also can provide advertisement inserts if the user of the The Digital TV Tuner Regulator Platform Client is active, the TV is on, and the same user is either playing, transferring, or exchanging content or real time conferencing.

[0070] Claim #36: Once an advertisement is played in it's entirety (or before), royalty payment is audited, logged and reported by the The Digital TV Tuner Regulator Platform Client to the The Digital TV Tuner Regulator Platform for auditing purposes.

[0071] Claim #37: Once an advertisement is played, the The Digital TV Tuner Regulator Platform technology will ALSO de-

liver a computerized link, coupon, or special notice regarding the advertisement the user just viewed to a designated memory area in the TV or TV storage unit or hard drive. This can also be delivered in real time, or via email for example. The coupon is sent to the TV Tuner (computer tv or any other applicable device that is capable of storing coupons or computerized links ) storage unit, where applicable, for the user to use the coupon to shop online, or at brick and mortar storefronts. Direct response medium could never be more "direct."

[0072] Claim #38: The advertiser is not assured that advertisements will be viewed, but will also be able to provide the consumer with a direct response tool by way of the coupon for extra value for their advertising dollar.

[0073] Claim #39: Advertisers have around the clock electronic access\* to the advertisement server for auditing purposes. (\*via computer, Internet, TV Unit, etc )

[0074] Claim #40: Advertisers upon access to the advertisement server can view how many advertisements they have in the system.

[0075] Claim #41: Advertisers upon access to the advertisement server can view in real time the amount of times advertisements are viewed. This is not limited to the time, date.

- [0076] Claim #42: Advertisers upon access to the advertisement server can view in real time the dates and times advertisements were played.
- [0077] Claim #43: Advertisers upon access to the advertisement server can view in real time the content that was actually selected in order for the actual advertisements to be played.
- [0078] Claim #44: Advertisers upon access to the advertisement server can view in real time where the advertisements were played.( the demographics of the unique regulator device/user ) Claim #45: Advertisers upon access to the advertisement server may view the advertisements that were least popular with users.
- [0079] Claim #46: Advertisers upon access to the advertisement server may add money to their respective accounts to assure advertisements run consecutively w/o interruption of service.
- [0080] Claim #47: Advertisers upon access to the advertisement server may regulate what user The Digital TV Tuner Regulator Platform Client will be able to view advertisements. They can set age, race and demographic preferences, for example, if they desire.
- [0081] Claim #48: Advertisers upon access to the advertisement

server may set which desired rate they desire to pay, or they shall have the ability to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or video is on the streets, and the The Digital TV Tuner Regulator Platform ADMINISTRATOR knows there will be a consumer demand, can set up a bidding atmosphere where advertisers bid to place their respective advertisements on the front line when the consumer actually selects or demands the content which is the form of a new TV show or video (examples).

[0082] Claim #49: Advertisements may be in various languages. The Digital TV Tuner Regulator Platform Client, again, is programmed by each individual user's preferences. If a user prefers, for example, advertisements in Spanish, the advertisement server shall provide a Spanish advertisement instead of the advertisement being in, for example, English.

[0083] Claim #50: Advertisers upon access to the advertisement server can upload or download specific advertisements.i.e.: art advertisements, audio commercials, video commercials, multi-media, live or pre-recorded. Having power to upload and download advertisements allows for advertisers to keep up with specific ad campaigns, for ex-

ample.

[0084] Claim #51: Advertisement selection has to do with the advertisers preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user with a unique The Digital TV Tuner Regulator Platform Client.

[0085] Claim #52: There is not a limit to the type of advertisements they can use. The advertisement server will "code" or designate, or assign a code for each respective advertisement uploaded to the advertisement server by a participating advertiser.

[0086] Claim #53: Advertisers and The Digital TV Tuner Regulator Platform Administrators will be able to access the number of advertisements played, which specific advertisements were most and least popular, times and dates of advertisements played, the demographics of the users that selected the ad's played to rank popularity, upload payments for advertising within the The Digital TV Tuner Regulator Platform, and what content was used for their advertisement.

[0087] Claim #54: Advertisement fees are immediately deducted from the participating advertisers account when an adver-

tisement is played and the Trigger logs the advertisement "use." The Digital TV Tuner Regulator Platform Client reports this information to the auditing server. (see "#iE" below)*iE- Auditing Component* Claim #55: The Auditing server/device audits and accumulates all the information activities from which each unique The Digital TV Tuner Regulator Platform Client user. Frequency of use, times and dates.

[0088] Claim #56: The Auditing server/device begins to audit each user when the user "logs" in or activates his or her unique "client".a) This is information is saved to show times, b) dates, and c) frequency.

[0089] Claim #57: The Auditing server/device audits requested content for each "client" assigned with each unique user.

[0090] Claim #58: The Auditing server/device audits the owners of the requested content.

[0091] Claim #59: The Auditing server/device audits the demographics of each "client" user that requests content.

[0092] Claim #60: The Auditing server/device audits the date, time and frequency of content requested per "client."

Claim #61: The Auditing server/device audits the information regarding the users platform used to receive, download or upload the content.. (type of TV, Computer,

etc) Claim #62: The Auditing server/device audits the use of each respective content type and the form the content is delivered.

[0093] Claim #63: The Auditing server/device audits the amount of transfers, exchanges and downloads of content.

[0094] Claim #64: The Auditing server/device audits each users advertising preferences

[0095] Claim #65: The Auditing server/device audits the advertisements played.

[0096] Claim #66: The Auditing server/device audits the amount of unique "user" views for each respective advertisement. .

[0097] Claim #67: The Auditing server/device audits the owners of the advertisements who participate in this advertising invention.

[0098] Claim #68: The Auditing server/device audits the demographics of each advertiser and their specific user "audience."

[0099] Claim #69: The Auditing server/device audits the date, time and frequency of use of EACH unique advertisement.

[0100] Claim #70: The auditing server/device audits the users use of coupons provided by the advertising server. ( see claim #37, 38) Claim #61: The Auditing server/device audits the information regarding the royalties paid or accu-



culated and paid, in real time.

[0101] Claim #62: The Auditing server/device audits the use of each respective advertisement type (audio, image, banner, video, animation, etc )

[0102] Claim #63: The Auditing server/device audits the amount of transfers, exchanges and downloads of advertisements.

[0103] Claim #64: The Auditing server/device accumulates royalties and prepares for the distribution of royalties.

[0104] Claim #65: The Auditing server/device stores payment activity of each specific content owner.

[0105] Claim #66: The Auditing server/device is capable of preparing federal and state tax forms as it relates to reporting royalty revenues to the proper government authorities.

[0106] Claim #68: The Auditing server/device is capable of printing checks for the fulfillment royalty distribution.

[0107] Claim #69: The Auditing server/device is capable of connect itself with content owner banking accounts to allow for secure transfer of funds for the fulfillment royalty distribution

[0108] *J: CONCLUSION AND ALTERNATIVE MAIN EMBODIMENT* Technology is unique from all current tv, Digital Tuner TV/ Internet Platforms, cable and interactive tv technology.

This technology allows for each user to be also be uniquely authenticated (different from the rest), content to be selected and tracked by the user and delivered to the user, all the while the user actually selecting their own unique advertisement while allowing real time control to remain with not only the content owners and the advertisers, but the users as well. The processes also allow for real time inventory auditing. The invention also provides an around the clock auditing system to track content, user activity, commercial usage. users being consumers ) All processes are stand alone or work together. Current technologies do not allow consumers to actually select the "commercial" they desire to be solicited with, at the same time being able to select the content they desire to use.

[0109] that participate in the invention are able to add and delete commercials for users that desire to see their advertisement. Content owners are able to track results of their content usage and popularity. The technology can act as a self supporting stand alone platform or an intermediary to current distribution platforms such as: satellites, cable tv, wireless tv and peer to peer platforms. Tv reception or download units include regular box TV's, Digital Tuner Equipped TV's, Digital Tuner Equipped TV's equipped or

that allows for "plug and play" storage units or hard drives, PC's or Computers that are turned into TV's, Computers hooked into TV's or Digital Tuner Equipped TV's, HDTV Tv units with Digital Tuners, Pocket PC's and TV's, Plasma TV's, Handicapped Equipped TV's, but are not limited to video game console's that are able to transport and receive digital signals that could be played or used with a digital tuner equipped tv, commercial/"re-play" skipping devices, cable ready TV's, internet ready TV's, internet ready tv hand devices, wireless devices that transport Tv related content.

[0110] This technology is not limited to one language, but multiple languages in order to better provide parity for language demographics. That allows for tv broadcaster, advertiser to deliver content to the most diverse audience ever assembled. This technology could also be used by current TV related businesses that do not allow the consumer to select content or advertisements on-demand. Tv Broadcasters and Cable Operators could decide which programming to show as well as which advertisement they desire their users to see based on their preference profile which is stored in the The Digital TV Tuner Regulator Platform invention.